

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.





# VIGNETTES

ISSN: 1055-2847

---

## The Agricultural Trade and Marketing Information Center Newsletter

No. 6, November 1991 (Issued Quarterly)

---

### Export Assistance Available

The agencies below provide export assistance for small- or medium-sized or disadvantaged business exporters of food, agricultural and commercial products. However, small business exporters should first explore their State and local agencies, banks, Chambers of Commerce, international trade associations, export management and export trading companies, consulting firms, and other private organizations that offer a wide range of programs in their local areas.

#### Foreign Agricultural Service (FAS) U.S. Department of Agriculture (USDA)

FAS assists many small and disadvantaged businesses through its AgExport Connections program. The program provides U.S. exporters with trade leads, lists of foreign buyers, and a newsletter which advertises their products to overseas buyers.

FAS's Trade Assistance and Planning Office (TAPO) serves as a single point of contact for small and disadvantaged exporters who need assistance and foreign market information, as well as for those who believe they have been injured by unfair trade practices of foreign competitors.

For more information on the FAS programs, contact TAPO at (703) 305-2771; FAX: (703) 305-2788.

#### Minority Export Development Consultants Program, Minority Business Development Agency U.S. Department of Commerce

The program provides assistance to minority exporters in financial planning, business/market plan development, market identification, trade missions, trade fairs, training seminars and proposal writing.

Contact: Office of Resource Development, at (202) 377-3237; FAX: (202) 377-5117

#### Minority Resource Center, Office of Small and Disadvantaged Business Utilizations, U.S. Agency for International Development

The Center serves as an information clearinghouse and counsels U.S. firms and other organizations on how to do business with the Agency.

Contact: Office of Small and Disadvantaged Business at (703) 875-1551; FAX: (703) 875-1862

#### Export-Import Bank

- Services for Small Business: Provides information on the availability and use of export credit insurance, guarantees, and direct and intermediary loans extended to finance the sale of U.S. goods and services overseas. A West Coast office has been set up as well.

Contact: Hotline telephone: 1-800-424-5201  
West Coast Office: (213) 575-7425; FAX: (213) 575-7428

- Working Capital Guarantee Program: Assists small businesses obtain pre-export financing from commercial lenders. Funds may be used for such pre-export activities as buying raw materials or foreign marketing.

Contact: U.S. Division at (202) 566-8819; FAX: (202) 566-7524

- Export Credit Insurance: Offers insurance which covers political and commercial risks on export receivables.

Contact: For more information about this service and other insurance policy coverage call the Insurance Division at (202) 566-8955;  
FAX: (202) 566-7524



## Export Assistance, continued

### Small Business Administration (SBA)

- Export Legal Assistance Network (ELAN): A nationwide group of attorneys with experience in international trade, who provide free initial consultations to small businesses on export related activities.

Contact: ELAN at (202) 778-3080  
FAX: (202) 778-3063

- Office of Minority Small Business and Capital Ownership Development: Under the Management and Technical Assistance Program, SBA contracts for the services of professional management firms to provide management assistance and international trade related services to eligible small business.

Contact: Division of Management and Technical Assistance at (202) 205-6420;  
FAX: (202) 205-7549

- Office of International Trade: Assists small businesses seeking to export, coordinates SBA's export initiatives, including the Export Legal Assistance Network and Export Information System, and promotes two loan guaranty programs planned specifically for international trade. The Office also sponsors "how to" and market oriented publications for exporters.

Contact: Office of International Trade at (202) 205-6720; FAX: (202) 205-7272

- Export Revolving Line of Credit Program: Guarantees loans up to \$750,000, the proceeds of which can be used to finance foreign market development of labor and materials needed to manufacture or wholesale for export.

Contact: Office of Financial Assistance on (202) 205-6497; FAX: (202) 205-7519

- International Trade Loan Guarantee Program: Offers small businesses that can significantly expand existing export markets or develop new export markets or those adversely affected by import competition loan guarantees up to \$1 million for facilities and equipment and up to \$250,000 for working capital.

Contact: Office of Financial Assistance at (202) 205-6570; FAX: (202) 205-7519

- Small Business Institutes: Provide international trade counseling and management assistance to eligible small businesses.

Contact: Office of Business Development at (202) 205-7414; FAX: (202) 205-7416

- Export Information System: Provides data reports on specific products or service information on the top 25 world markets and market growth trends for the past five years.

Contact: Office of International Trade at (202) 205-7264; FAX: (202) 205-7272

- Matchmaker Trade Delegation: International Trade Administration (ITA), U.S. Department of Commerce, and Small Business Administration are designed to introduce new-to-export or new-to-market businesses to prospective agents and distributors overseas. Trade specialists from (ITA) evaluate the potential of a firm's product, find and screen contacts, and handle logistics, and the Small Business Administration provides \$500 of financial support to the first 10 qualified small business for selected delegations.

Contacts: International Trade Administration at (202) 377-4231; FAX: (202) 377-0178. Small Business Administration at (202) 205-7260; FAX: (202) 205-7272

- Small Business Development Centers: Provide international trade managerial and technical assistance, research studies, and other types of specialized assistance to small business exporters.

Contact: Office of Small Business Development Centers at (202) 205-6766; FAX: (202) 205-7727

- Score Program: Members of the Service Corps of Retired Executives with years of experience in international trade, assist small businesses in evaluating export potential and strengthening domestic operations by identifying financial, managerial, or technical problems.

Contact: SCORE at (202) 205-6762;  
FAX: (202) 205-7636; FTS: 445-7636



## Publications and Journal Articles on Small Business Assistance

### Monographs

*Code of Federal Regulations, Title 13, Business Credit and Assistance.* Publisher: National Archives and Records Administration, Office of the Federal Register, Washington, DC, revised January 1991, 847 pp. Available from: U.S. Government Printing Office, Washington DC (s/n 869-011-00041-1. Cost \$24.00 in U.S., \$30.00 outside U.S.)

*Community Bankers in Rural Minnesota: Their Awareness of Small Business Technical Assistance and Their Business Start-up Lending Experience.* Roger Prestwich. Publisher: Spring Hill Center, Wayzata, MN, 1988, 26pp.

*Directory of Financial Aids for Minorities 1991-1993.* Dr. Gail Ann Schlachter and Sandra E. Goldstein. Publisher: TGC/Reference Service Press, 1100 Industrial Road, Suite 9, San Carlos, CA 94070. 1991, 600 pp. (Cost: \$47.50 plus \$4.00 shipping and handling)

*Franchise Opportunities Handbook, 1991.* Publisher: U.S. Department of Commerce, International Trade Administration and Minority Business Development Agency, Washington, DC., 1991, 324 pp. Available from: U.S. Government Printing Office, Washington, DC (s/n 003-009-00528-1, cost \$16.00 in U.S., \$20.00 outside U.S.)

*The Macmillan Small Business Handbook.* Mark Stevens. Publisher: Macmillan, New York, NY, 1988, 800 pp. (Cost \$35.00)

*Manusco's Small Business Resource Guide 1988-89.* Joseph R. Mancuso. Publisher: Prentice Hall, Englewood Cliffs, NJ, 1988, 416 pp. (Cost \$35.00)

*Small Business Sourcebook.* Charity Ann Dorgan, editor. Publisher: Gale Research, Detroit, MI, 3rd ed., 1988, 2 vols., 2000 pp. (Cost \$189.00)

*Small Business Subcontracting Directory.* Publisher: U.S. Small Business Administration, Office of Procurement and Technical Assistance, Washington DC, 1990. Available from U.S. Government Printing Office, Washington, DC.

*The States and Small Business: A Directory of Programs and Activities.* Kathryn J. Tobias. Publisher: U.S. Small Business Administration, Office of the Chief Counsel for Advocacy, Washington, DC., 1989, 411 pp.

### Journal Articles

"Credit Crunch Sends Banks, Borrowers to SBA's Door." Sandra Lowe. *San Antonio Business Journal*, 5:4T, June 28, 1991.

"Finding the International Niche: A 'How To' for American Small Business; Small Businesses Look to Exporting to Increase Market Share." *Business Horizons*, pp. 13-17, April 1991.

"Getting the Money: Government Programs Offer Cash or Loan Guarantees." Sam Prestridge. *Mississippi Business Journal*, 13:23, January 7, 1991.

"Many Ports of Call for Overseas Funding." Faye Brookman. *Crain's New York Business*, p. 9, March 11, 1991.

"Seeding Growth for U.S. Business Abroad: Scoop on Some of Washington's Best Kept Secrets Can Aid Overseas Investments." William A. Delphos. *American Banker*, p. 26, December 5, 1984.

"SBA Loan Program Study Up to Two St. Louis Companies." Rick Desloge. *St Louis Business Journal*, 11:12B, February 25, 1991.

"Small Business Plug Into Private, Public Funding Sources." Karen Talley. *LI Business News*, p. 19, April 29, 1991

"TVA's Commercial Business Assistance Program." J.M. Cartwright. *Tennessee Valley Authority-SRDC Series-Southern Rural Development Center*, (97):70-72, February 1987.

"Where to Find Government Aid (Small Business Survival Guide)." *San Francisco Business Times*, 5:S26, March 29, 1991.



## Items of Interest

### Institute for Agriculture and Trade Policy

"The Institute for Agriculture and Trade Policy (IATP) was organized in 1986 to alert US public interest organizations to the importance of international economic and environmental policymaking institutions and to provide these organizations with the information, skills, and access needed to influence global decisionmaking."

IATP focuses on such issues as: The impact of agricultural trade on domestic farm policies; the General Agreement on Tariffs and Trade (GATT) negotiations; US-Canada Free Trade Agreement; the trade aspects of the US federal farm bill debate; the North American Free Trade Agreement (NAFTA) negotiations; and the United Nations Conference on Environment and Development (UNCED) scheduled to be held in Brazil in 1992.

For more information on the Institute and available publications/documents on such topics as: U.S.-Mexico-Canada Free Trade Negotiations, Food and Agriculture Policy, and International Trade and the Environment contact: Ms. Michelle M. Thom, Communications and Publications Coordinator, Institute for Agriculture and Trade Policy, 1313 5th Street SE, Suite 303, Minneapolis, MN 66414, Tel: (612)379-5980, FAX: (612)379-5982 (Information provided by M. Thom).

### Overseas Trade Show

**USA Pavilion At Made In The USA - The Products And Services of America, 1992**

Date: February 16-20, 1992

Location: Dubai World Trade Center, Dubai, United Arab Emirates

This trade show will be of interest to U.S. exporters interested in doing business in the Gulf region. *Business America* (November 4, 1991 issue, p.29) provides detailed information about this event. Some product categories to be included in this event are: textiles, leather/leather products, agriculture and fishing, construction and building materials, pollution and energy, health, tourism and many other service industries. U.S. companies interested in exhibiting in this event should contact: Peter McKenna, Project Manager, Glahe International, Inc., Suite 403, 1700 K Street,

NW, Washington DC 20006. Tel: (202) 659-4577; FAX: (202) 457-0776. Or contact: Alice Simmons Trade Fair Certification Program, U.S. Department of Commerce, Rm 2118, Washington, DC 20230 Tel: (202)377-0106.

### Trade Mission to Malaysia

The Port Authority of New York and New Jersey and the World Trade Club of New York, Inc., are organizing a trade mission to Malaysia, February 21-29.

Firms and individuals interested in participating in this mission should contact Michele Forzley, Mission Director and First Vice President of the World Trade Club, 3 Hanover Square, New York, N.Y. 10004. Tel: (212)943-0270, FAX: (212)742-8265 (information provided by New Jersey International Trade News Fall/Winter 1991).

### AgExporter Articles

The October 1991 issue of *AgExporter* features articles on market opportunities for U.S. food sales to Singapore and the major markets for U.S. forest product in 1990.

- "Sophisticated, Strategic Singapore Offers Super Sales Prospects." Steven D. Shnitzler, Assistant U.S. Agricultural Trade Officer in Singapore. Tel: (011-65) 737-1233; FAX: (011-65) 732-8307. In: *AgExporter*, 3(10):10-14, October 1991.

This article describes opportunities for U.S. food sales to Singapore including listing of specific market segments. Also mentioned is that health foods are gaining acceptance as Singapore has become more concerned with health and nutrition.

- "Forest Products Industry Gets a Lift from Growing Overseas Sales." Aileen T. Mannix, Agricultural Economist, Forest Products Division, Foreign Agricultural Service, U.S. Department of Agriculture. Tel: (202) 720-9149. In: *AgExporter*, 3(10):4-9, October 1991.

The article highlights the major markets for U.S. forest products in 1990. A brief description is provided on countries that import U.S. wood products - such as: Japan, Canada, Korea, Mexico, European Community and China.



## Publications of Interest to the Agricultural Trade Community

- *Eastern Europe: Going Global*. Mary E. Lassanyi, Agricultural Trade and Marketing Information Center. Special Reference Briefs Series SRB 92-01, November 1991.

This publication covers selected materials containing information on joint ventures, business opportunities, marketing guidelines, international trade; names, addresses of contacts, trade organizations, and trade fairs. East European countries covered are: Albania, Bulgaria, Czechoslovakia, Hungary, Poland, Romania, Soviet Union, and Yugoslavia. East Germany is excluded from this publication since the German reunification makes East Germany's economic and political situation unique.

Available free from: Agricultural Trade and Marketing Information Center, Room 304, National Agricultural Library, 10301 Baltimore Boulevard, Beltsville, MD 20705-2351. Please include a self-addressed label with your request.

- *SMALL Directory* - Sustainable Mountain Agricultural Alliance has published a directory called "Sustainable Agriculture in the Southern Rockies: A Resource Directory of Producers and Practices," 1991.

The directory includes practical information ranging from low-input irrigation techniques to innovative marketing ideas. They call it "information sharing on a grassroots level".

Order from: SMALL at (303) 728-4981. Cost: \$10.00

- *The Export Trade Directory of Mexico*. The Foreign Trade Bank of Mexico (BAN-COMEXT), 1991.

The Directory includes complete listings for over 230 of Mexico's leading export/import trading companies; products imported by Mexican exporters; government support programs including buyer's credit for importers of Mexican products; financial institutions offering export/import support. Services of customs brokers; insurance firms; transportation - air, maritime, truck and rail; forwarding agencies; consulting firms; and warehousing.

Order from: Market Entry, Inc., 2651 N. Harwood, Suite 400, Dallas, TX 75201 (cost: \$100.00 plus \$5.00 for shipping and handling).

- *Foreign Agriculture 1990-1991*. Foreign Agricultural Service, U.S. Department of Agriculture. August 1991.

Contains agricultural profiles on more than 70 countries with key facts on crop and livestock production, farm and food policies, imports and exports, and trade barriers. Includes 40 pages of color maps and charts on farm production, trade, population growth, leading exporter markets for U.S. agricultural products, 1990; time-zone map; and a glossary of international trade acronyms.

Order from: Foreign Agricultural Service, Room 4638-S, U.S. Department of Agriculture, Washington, DC 20250-1000. Cost: \$15.00 per copy in the U.S. and \$18.00 per copy outside U.S.

- *Government Assistance Almanac 1991-1992*. J. Robert Dumouchel, ed. 5th ed.

The Almanac contains information on federal financial and other domestic assistance programs.

Order from: Omnigraphics, Inc. Penobscot Building, Detroit, Michigan 48226. Tel: 1-800-234-1340. Cost: \$72.00.

- *The Who's Who of U.S. Customs Brokers and International Freight Forwarders 1991*. New York: National Customs Brokers and Forwarders Association of America, Inc. (NCBFAA), 1991.

The directory contains alphabetical and geographical listings of NCBFAA members in the U.S., associate members overseas, and a listing of affiliate members.

Order from: NCBFAA, One World Trade Center, Suite 1153, New York, NY 10048. Tel: (212) 432-0050 Cost: \$7.00 for members and \$15.00 for non-members.

- *The World's Largest Market: A Business Guide to Europe 1992*. Robert Williams, et al.

This Guide includes, among other items, five major directories with names, addresses, telephone numbers, and other information about U.S. government resources; European country profiles, cooperative research and development programs, directives and legislation, and EC departments and contacts.

Order from: AMACOM Books, 135 West 50th Street, New York, NY 10020. Tel: (518) 891-5510. Cost: \$19.95.



## ATMIC Updates Directory of Export and Trade Assistance

The updated *Directory of Export and Trade Assistance* should be available from the Agricultural Trade and Marketing Information Center in January 1992. It provides up-to-date listings of: Federal export and trade assistance agencies, state departments of agriculture, state government trade offices, trade organizations,

international trade development centers, and lists of selected databases and publications.

The Directory was developed to provide a source of information and services to the marketing and trade community, and to support the U.S. Department of Agriculture's experts in the

development of agricultural trade and exporting.

For a free copy, send a self addressed gummed label with your request to ATMIC, Room 304, National Agricultural Library, 10301 Baltimore Boulevard, Beltsville, MD 20705-2351.

### Outreach

If you would like to share your reprints, publications (for inclusion in NAL's AGRICOLA database), and exchange information about your organization, information center activities, services, resources, new technologies, future meetings, or conferences, please contact Mary Lassanyi. We will gladly include them in our future issues of *Vignettes*.

You may call (301) 505-5509 or write: Agricultural Trade and Marketing Information Center, ATTN: Mary Lassanyi, Room 304, National Agricultural Library, U.S. Department of Agriculture, 10301 Baltimore Boulevard, Beltsville, Maryland 20705.

We welcome your comments and suggestions.

### Conferences/Meetings/ Trade Shows

**American Farm Bureau Federation (AFBF) Annual Meeting.** January 12-16, 1992, Kansas City, MO. For more information contact: AFBF 225 Touhy Avenue, Park Ridge, IL 60068. Tel: (312) 399-5700, FAX: (312) 399-5896.

**International Dairy Food Association Forum.** January 15-18, 1992, Orlando, Florida. For further information contact: International Center for Companies of the Food Trade and Industry, 3800 Moore Pl., Alexandria, VA 22305. Tel: (703) 549-4525.

**Symposium on Tropical Fruit Crops,** Sao Paulo, Brazil, January 15, 1992. Contact the International Society for Horticultural Science, Dreyenplein 4, NL-6703 HB Wageningen, Netherlands, Tel: (011) 8370 21747.

**California Farm Equipment Show,** annual event held in Tulare, California, February 1992. (In 1992 the Farm Show will celebrate its 25th Anniversary.) For more information and dates contact: Gary Schulz, General Manager, California Agri-Center, Tel: (209) 688-1751; FAX: (209) 686-5065 or write International Agri-Center, Inc. 4450 South Laspina Street, P.O. BOX 1475, Tulare, California 93275.

### Phone Numbers to Change for ATMIC and ALF

Effective December 16, 1991, the phone number for the Agricultural Trade and Marketing Information Center (ATMIC) will change to (301) 504-5509.

The phone numbers for the Agricultural Library Forum (ALF), NAL's electronic bulletin board, also will change. ALF's new telephone numbers will be: (301) 504-5111, (301) 504-6510, (301) 504-5496, and (301) 504-5497. Use the area code when calling long distance or when calling locally from Washington, D.C. or Virginia. ALF also is accessible on FTS (the Federal Telephone Service); therefore, no area code is needed when calling from an FTS phone line. FTS numbers for ALF will be 964-5111, 964-6510, 964-5496, and 964-5497. In order to access the FAS country reports and information on the International Trade Development Centers or other information on ALF, please use the phone numbers above beginning December 16, 1991.